

# Waste Reduction Task Force

## *Group After Action Review – What went right and what could be improved?*

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- ✚ Good cross section of people on Task Force
- ✚ Bring in a paid consulting firm to address problem. Let them do research on the concepts to determine if an idea is good or not, and to critique the concept.
- ✚ Better, “hard” data up front in process
- ✚ Finish the process with a marketing effort to roll out the message of the implementation plan for local government and the public at large, build public awareness
- ✚ The marketing plan should include the 4P’s - Place, Price, Product, and Promotion before everything is started
- ✚ Recognize that waste reduction is a huge scope and further recognize the power of the industry, as well as the scope and nature of the problem
- ✚ Have awareness of the political dynamics
- ✚ Set objective measurements of success for the goal
- ✚ The in-between meetings process worked very well (work group meetings)
- ✚ Face-to-face meetings (small group agreement process) worked the best
- ✚ Concern that people didn’t understand the level of commitment to the Task Force and its time constraints
- ✚ Strength was in the diversity of opinion
- ✚ The facilitators in the Work Groups helped with their direct staff involvement
- ✚ Need additional small group time for about an hour and half at the Task Force meeting to do some preliminary work before the full Task Force met.
- ✚ Having laptops available for each work group is a very good thing. It helped in a multitude of ways.
- ✚ Web update good (Communications)
- ✚ Outside speakers good
- ✚ Have speakers speak during the initial meeting and limit time of speakers to prohibit sounding board discussions (i.e.- Bottle bill)
- ✚ Focus on relative speakers
- ✚ Better screening of speakers would be helpful (again bottle bill discussion)
- ✚ Submit comments or suggestions in writing for follow-up by Task Force members after each Task Force meeting. Many thoughts came immediately following the meeting and there were no organized outlets.